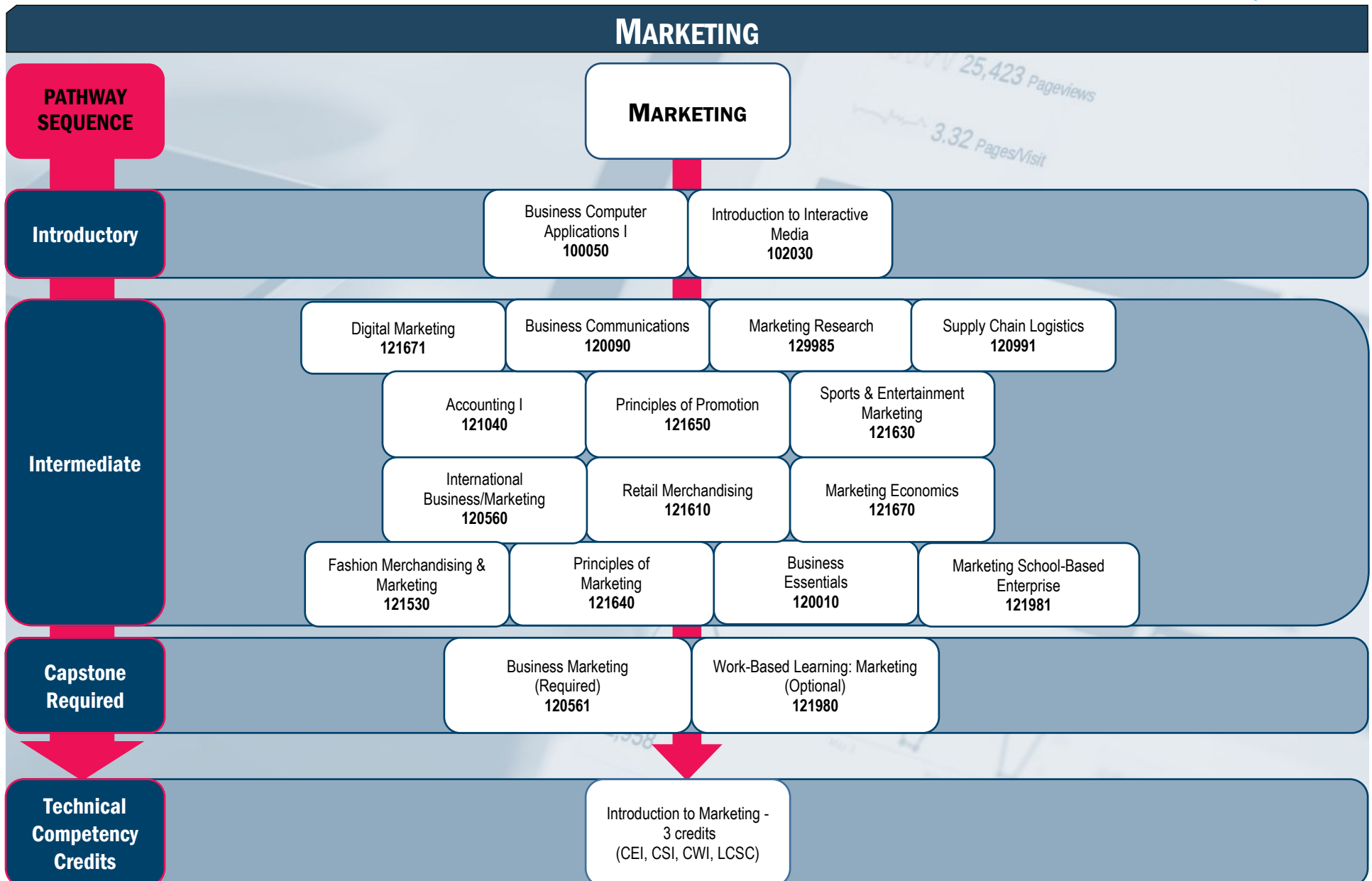


# Idaho Business & Marketing

## Marketing Secondary Pathway Sequence



# PATHWAY RESOURCES — MARKETING

## Program Requirements

### Approved Assessments

Marketing

[CTECS-Marketing](#)

### Program Standards

[Marketing](#)

### Endorsements for Pathway

- 1010 Marketing (6-12)
- 1087 Hospitality Management (6-12)
- 4015 Business Management/Finance (6-12)
- 4017 Business Management (6-12)
- 9092 Marketing Technology Education (6-12)
- 9093 Business Technology Education (6-12)

### Advanced Opportunities

- Entrepreneurship & Small Business (ESB)
- Communication Skills for Business
- A.S.K. Fundamentals of Marketing
- A.S.K. Concepts of Entrepreneurship & Management
- NRF Rise Up Customer Service & Sales Certified Specialist
- NRF Rise Up Business of Retail Certified Specialist
- NRF Rise Up Warehouse, Inventory & Logistics Specialist
- NRF Rise Up Retail Industry Fundamentals Specialist
- 100-101 Meta Certified Digital Marketing Associate



## SkillStack® Badges

### Marketing

TCC-Introduction to Marketing Course: 3 Credits

- Marketing Mix
- Ethics
- Business Environment
- Market Planning & Development



## Career and Technical Student Organizations

### Business Professionals of America (BPA)

Website <http://www.idahobpa.org>



**Mission** To contribute to the preparation of global professionals through the advancement of leadership, citizenship, academic, and technological skills.

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CTSO Manager [Gina Lyman](#) 208.429.5553

### DECA

Website <https://www.idahodeca.org/>



**Mission** DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

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